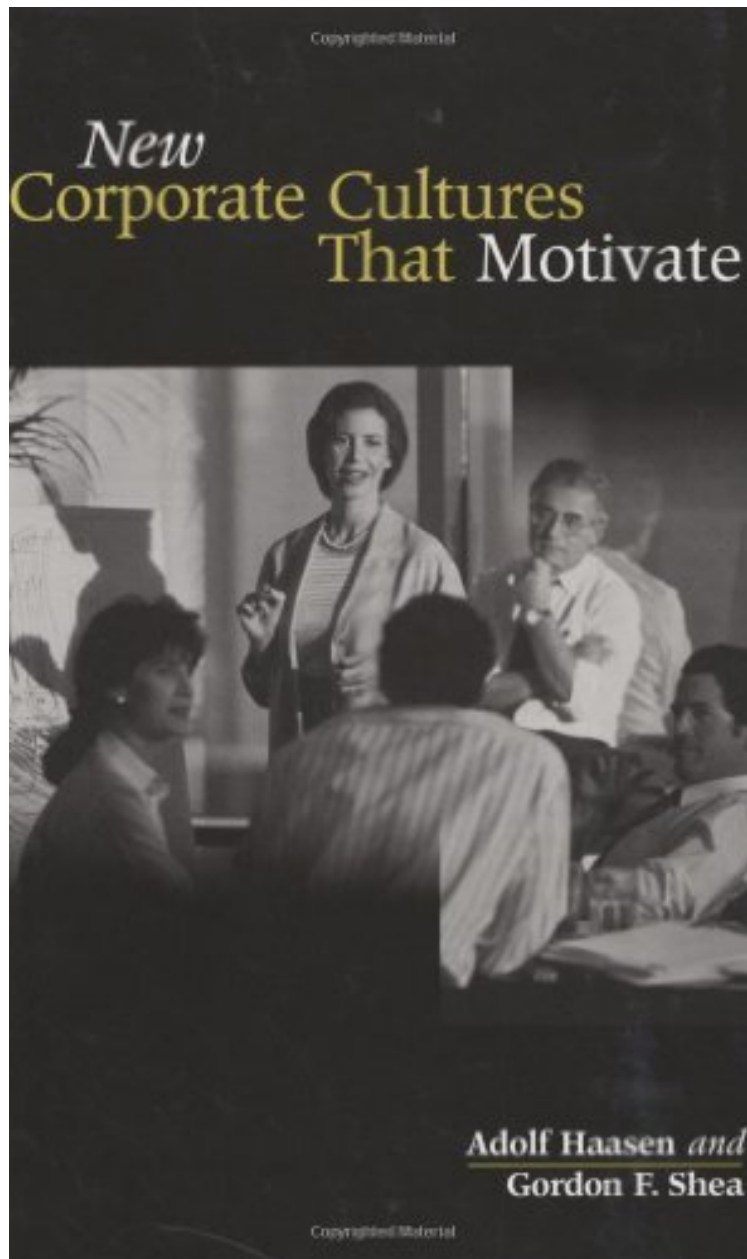


(Free) New Corporate Cultures That Motivate

New Corporate Cultures That Motivate

Adolf Haasen, Gordon F. Shea
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Adolf Haasen, Gordon F. Shea : New Corporate Cultures That Motivate before purchasing it in order to gage whether or not it would be worth my time, and all praised New Corporate Cultures That Motivate:

This breakthrough analysis of several advanced, exceptionally productive, and motivating organizational cultures is based on interviews with employees—from shop floor workers to CEOs—to discover precisely what makes them so effective. These positive case studies, illuminated by the executive perspective in each situation, tell fascinating stories of how these exciting cultures were formed, developed, or evolved to meet the challenges created by the firms' growth and success. Haasen and Shea also examine the recent history of four negative examples of conventional organizations that have imploded, regressed, suffered from malaise, or been sidetracked by their executives. A new concept of employee ownership emerges from the studies, one that is not primarily financial in nature but instead revolves around the idea of joint responsibility for decisions and actions. That basis leads to more collaborative teamwork, less reliance on hierarchy, and a greater sense of involvement in key strategy formulation. Managers are transformed from out-of-touch bosses into important resources to their people. The work environment of these new corporate cultures is characterized by mutual respect and support. The result is a stimulating, fun place to work, which in turn leads to greater productivity and lower turnover costs.

"A well-documented analysis of the power of newer corporate cultures to inspire human achievement and organizational performance. By showing the history and evolution of cultures, they give us a needed framework for our past experience and current leadership activity. By contrasting successful and failing organizational cultures, they provide a full picture of what it takes to thrive in a new century that has a new mindset."—James R. Lucas author of *The Passionate Organization*, *Balance of Power* and *Fatal Illusions*, and President CEO of Luman Consultants International, Inc.

About the Author ADOLF HAASEN is Managing Partner of A R Associates, a human resources consulting firm based in Hartsdale, New York. Before founding A R Associates, Haasen gained extensive international management experience as an executive for the German-based global pharmaceutical company Merck. GORDON F. SHEA is President of Prime Systems Company, a training and human resources firm based in Beltsville, Maryland. He has over 30 years of experience as a practicing supervisor, manager, and executive in government and private industry.